digitalhealth
REWIRED
BIRMINGHAM — 12-13 MARCH 2024

Headline Sponsors:

Graphnet
Transforming Care

System C
Connecting Care

tpp

Jade Hicks

Digital midwife,

Dr Rosselyn Ngadze

Consultant in Obstetrics & Gynaecolog

Doncaster and Bassetlaw Teaching Hospitals

What is Book Before Ten ?

- Encouraging timely access to antenatal care
  - See midwife **by 10** weeks' of pregnancy

(NICE Guideline Antenatal Care 2021)

B4 10

Who is the campaign aimed at?

- Reproductive age
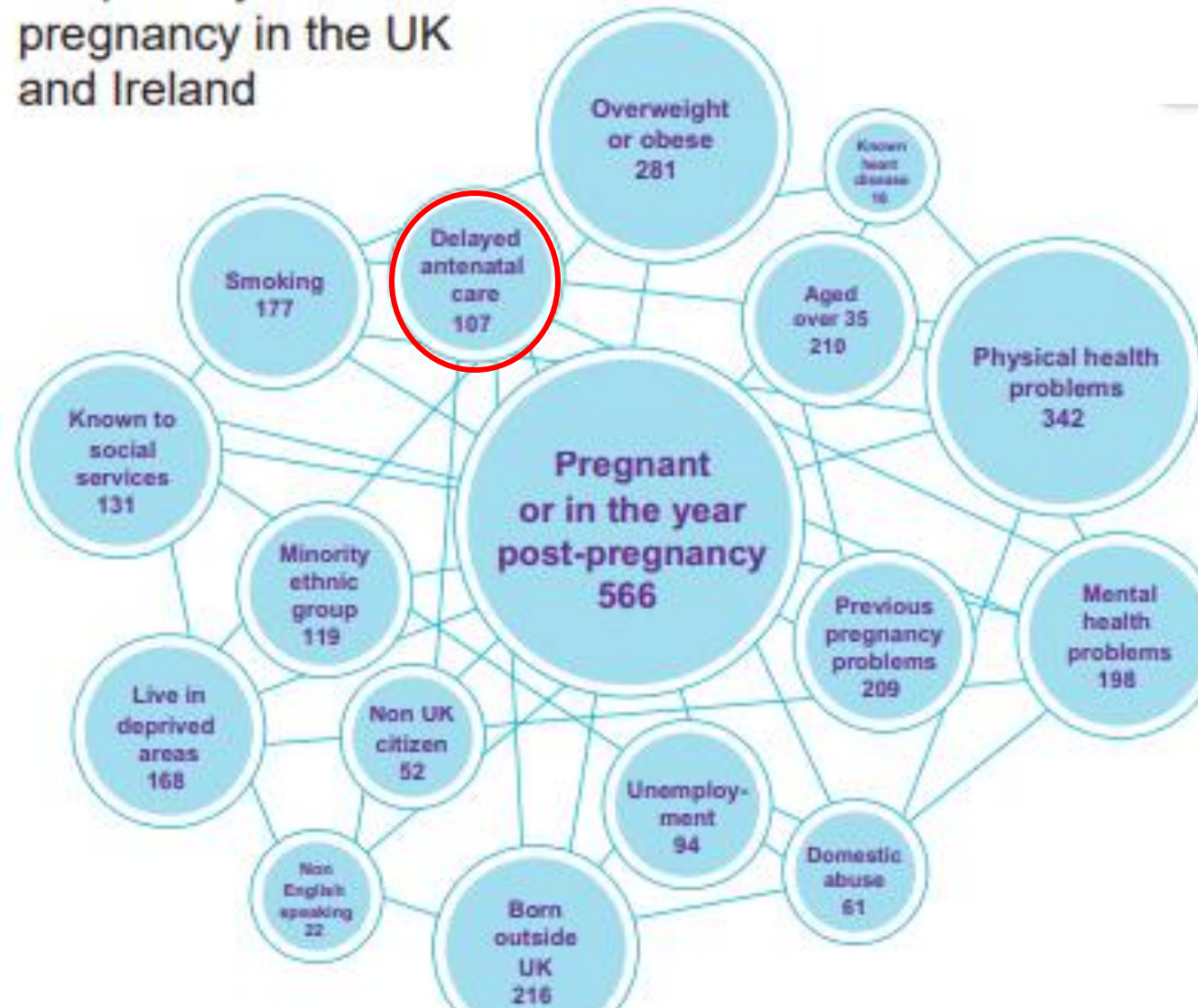- Emphasis on high risk groups

B4 10

Why is this important ?

MBRRACE-UK 2020

A constellation of biases

566 women died during or up to a year after pregnancy in the UK and Ireland

- Overweight or obese 281
- Known heart disease 18
- Smoking 177
- Delayed antenatal care 107
- Aged over 35 210
- Physical health problems 342
- Known to social services 131
- Pregnant or in the year post-pregnancy 566
- Minority ethnic group 119
- Previous pregnancy problems 209
- Mental health problems 198
- Live in deprived areas 168
- Non UK citizen 52
- Unemployment 94
- Domestic abuse 61
- Non English speaking 22
- Born outside UK 216

Where does our campaign fit in?

Saving Babies Lives Care Bundle Version 2 & 3

- Smoking cessation
- Fetal Growth Restriction
- Pre-term birth
- Diminished fetal movements
- Diabetes

Better Births

- Personalised Care
- Continuity of carer
- Safer care
- Better peri-natal mental healthcare

How have we used the campaign?

Jade Hicks
Digital midwife

Audits and evidencing risk assessments in our Trust

Compare data- Benchmarking

Run monthly reports

Create dashboards showing data

Improve outcomes/care

Identify the local needs of our diverse population and tailor our services to them.

Identify trends

Monitor outcomes

How do I use data?

Dashboard and key performance indicators- KPI Book before 10 weeks

INDICATOR DETAILS	January 2022			January 2023			January 2024		
Activity Indicators	Trust	DRI	BDGH	Trust	DRI	BDGH	Trust	DRI	BDGH
Total Bookings within Service	408	270	134	543	355	185	452	321	127
Total Bookings within Service <10 weeks	275	183	90	434	294	138	387	272	111
% Bookings <10 weeks	67.40%	67.78%	67.16%	79.93%	82.82%	74.59%	85.62%	84.74%	87.40%

IDENTIFYING TRENDS- LEADS TO PROJECTS/CAMPAIGNS.

Late bookers- monitor reasons

Identify Vulnerable communities

Identify where improvements can be made

Working collaboratively

- CMW- data cleansing- identify improvements- identify vulnerable cohorts

- Consultants – share ideas how to improve the KPI's.

- Local authorities- make contact to inform them of our findings and use them as resource to identify how to reach these areas/families: eg: schools

- Maternity voices partnership- consult them how to approach these communities and how they would like to be included – how to make it easier for them

- LMNS- share ideas compare with our local LMNS - benchmark

- Other trusts- Benchmarking, capturing families across boarders

Our successes so far...

- We have created some posters in various styles and languages – Rose's presentations details more about the work involved.

- We have distributed these in supermarkets, GP surgeries, Chemists, Schools, Shops, online and on my pregnancy notes

- Our monthly dashboard reflects our success so far – we have increased our book before 10 numbers by 20 % in the last two years.

- We are actively working with vulnerable groups in our localities to target the areas needed to improve our care. We are working closely with a BAME group in our area, Changing lives to tackle this inequality.

Please Follow our social media:
@BookBeforeTen, like and share.
Doncaster & Bassetlaw maternity and
neonatal voices partnership
Doncaster & Bassetlaw maternity services
Facebook pages.

Thankyou!

Doncaster and Bassetlaw
Maternity Services

Doncaster & Bassetlaw
Maternity and Neonatal Voices
Partnership